

**LOYOLA UNIVERSITY CHICAGO**  
**SPORTS BROADCASTING & FIELD WORK 265-201**  
**SPRING SEMESTER 2018**  
**SOC 100 STUDIO, MONDAY 4:15-6:45**

**Instructors:** Randy Minkoff  
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**Overview**

This course is designed to be practical and interactive, covering all aspects of 21<sup>st</sup> century sports broadcasting. Randy Minkoff is a former nationally established journalist who spent his career in radio journalism as reporters, anchors, play-by-play announcers, and talk show hosts. You will learn how to write cohesively and concisely, how to cover a variety of sporting events, how to conduct and edit interviews into sound bites and gather information under pressure, how to deal with athletes and sports executives at all levels, how to separate the personal from the professional when covering a story, and how to enhance your personal style and improve your overall delivery. You will also witness firsthand the business of sports and how it affects issues at the collegiate and professional levels. There will be mandatory specialized field trips to allow you to maximize your experience. There will also be special guest lecturers who will share their experiences. Each week there will be a different assignment. You will present these during the in-class lab sessions.

**What you need**

The latest AP stylebook is mandatory. In lieu of other textbooks you are expected to take extensive notes during all classes and field trips, as a different topic will be addressed each week. You are strongly encouraged to actively participate in all dialogue and discussion. We will move quickly through the semester. Required equipment: A digital audio tape recorder or other device for audio recording such as a smart phone with recording capability (microphone optional but **STRONGLY** recommended) and the capability to download editing software (Audacity, Wave Pro or similar.) I also highly recommend that you are actively aware of what's current in local and national sports events and sports news each week.

**Grade**

Graded assignments will be lettered A-F. These will be based upon the following criteria: Active participation in class and in the field, interaction with classmates and instructors, demonstration of a thorough understanding of each of the elements of sports broadcasting, clean and creative writing and delivery, fulfilling assignments *on time* and completion of a written and oral mid-term and practical final exam.

Important note: It is *imperative* that you are present and on time for *all* classes in the studio, or on field trips where business attire is required. To create a realistic journalistic environment, all power points, videos and assignments will be provided only in class; if you have an excused absence, it will be up to you to obtain the material you missed from another student. We will be covering a tremendous amount of information in a compressed time frame and there will be no exceptions.

Assignments that allow you to e-mail your report must be in by the prescribed time; assignments to be handed in class come with a deadline of the start of the class at 415p.

You have been specially chosen for this class and we know you will demonstrate honesty and professionalism.

## TENTATIVE SCHEDULE (Subject to Change)

### Jan 22-SOC

In-class lab: Introduction and overview of sports broadcasting including how the media works today and how it has changed; the role of social media and its challenges; a demonstration of effective techniques and examples for discussion; the importance of concise writing and economy of words; proper story positioning and correct formatting; the elements of good production; various professional styles and how they connect to various audiences—what works and what doesn't; the importance of being correct.

*Assignment:* Listen to one hour of the two sports stations (WMVP, WSCR) and compare the quality of the work, listenability, journalistic quality, and prepare a critique of each station. Discussion next week.

### Jan. 29-SOC

**Guest speakers: Alan Solomon and Carrie Muskat. Solomon is a former Chicago Tribune sports columnist and reporter and has done extensive work on television and radio, covering local and national sports stories. He also is one the top travel writers in the country and his work has been published throughout the world. Muskat is currently the Cubs' beat reporter for MLB.com and has had an extensive background covering all sports as a wire service reporter in Iowa and Minnesota.**

*Lab:* How to prepare sportscasts from print copy, edit tape and put together stories.

**Feb. 5 - SOC** Guest speaker: Guest speaker: David Schuster, WSCR-AM reporter and anchor. David is a distinguished all-sports radio journalist who works in the field and on the air. He brings a wealth of experience to class and will lead an interactive discussion of "real world" reporting including all-important technical aspects. Questions for David are mandatory.

Bill Behrns, Asst. AD for communications, Loyola athletics. Bill is in charge of all sports media relations for Loyola and will prep you for the assignment to cover a Loyola basketball game. Questions for Bill are mandatory.

### Feb 12-SOC

Deliver Loyola game stories. Writing scripts, reading commercials. Editing stories and determining which stories to lead with and teleprompter work. Also, ESPN job quiz-- an authentic test given by ESPN to prospective staffers.

### Feb 19—Field trip to WSCR Sports Radio

We will visit WSCR 670, event hosted by General Manager Mitch Rosen,

Two Prudential Plaza, 180 N. Stetson, Chicago, IL You will have a personal tour of the station, witness the on-air programming and participate in q&a with station executives. Appropriate business attire and recording equipment are required. Questions are mandatory.

*Assignment:* You will present your previous critiques of sports radio to Mitch. You will also prepare a feature: 'The Business of Sports' based on our visit to be delivered in the next class.

### Feb 26--SOC

Mid Term Exam: In-class written exam based on the techniques covered.

Note: Recorded sportscasts & commentaries due by 4:15 pm, no exceptions.

### Mar 6

Spring break/no class

**Week of March 13: In class work, prepare for field assignment.**

**Field Assignment—Chicago Wolves**

You will cover a Chicago Wolves pro hockey game on either **Mar 17th (Rockford) or Mar 18<sup>th</sup> (Iowa)** as a legitimate media member.

*Assignments:*

- (1) Do on-site pre-game feature interview with at least two sound bites to be delivered live in class next week.
  - (2) A one-page written observation of your impressions—the media, the locker room, the post-game interviews, your personal expectations vs the overall experience, and learned outcomes
- Ethics in covering sports today: screening of Sidd Finch documentary if there is time.

**Mar 20- SOC: News conference with Loyola Athletic Director Steve Watson**

Watson will answer questions in the studio prepared by you ahead of time and you will compose a brief story for delivery in class from the comments he makes at the news conference. In addition, we will discuss the Wolves stories and discuss experience in class. Also, technical demonstration of box scores and advanced writing/editing.

**Mar 27-SOC: Individual voice work**

*Practical lab:* Advanced individual sessions with Prof. Sue Castorino to help you improve your overall vocal delivery—tone, volume, vocal melody and sound—as well as confidence with the Teleprompter.

**Apr 2—Easter Monday, no class as part of covering Wolves’ game last month.**

**April 9<sup>h</sup> -Chicago Bears field trip**

Travel to Bears’ facility in Lake Forest hosted by team Vice President Scott Hagel. Appropriate business attire and recording equipment are required. Questions are mandatory. You will have the unique opportunity to see where the Bears train, conduct q&a with front office personnel, and witness where the post-game and other important news conferences are held.

**April 16th Sports “Jeopardy!”**

Teams will compete against each other on sports topics we have reviewed to this point plus additional research material for basic sports broadcasting journalism requirements

**April 23<sup>rd</sup> SOC—The talk show**

You will participate in simulated sports talk shows with a partner, debating issues, reading breaking news copy and other ‘real time’ issues. You will also take questions from callers (classmates). Research must be done ahead of time on selected sports topics as well as research done by ‘callers’ who will ask realistic questions.

**April 30th: In-class oral final exam**

Each person will deliver a ‘live’ comprehensive sportscast of a specific day, combining all elements of news, commentary, and commercial content. You will be assigned a specific starting time and will be ‘on the clock’. You will be videotaped for style, substance, overall delivery, accuracy, and time. Business attire required.